The Political Values of Charity Donors

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Methodological questions

A range of data is collected on the methodology:

1. interviewer – age, sex, etc
2. interview – length, time etc
3. Geographic descriptives – rural/urban etc

Usefulness maybe more than just to inform methodological questions

Increasing surveys are using incentives to increase response rates

Types of incentives can vary

2019 Australian CSES used incentives that allowed people to denote to charities

Philanthropy

- Growing area of multidisciplinary research
  - Social psychology
  - Economics and marketing
  - Socio-econpmic characteristics of individuals
- Bekkers and Wiepking (2011) categorized 8 drives of philanthropy
  - Humanitarianism, egalitarianism, social justice, religious devotion, concern about the social order
- Moral and political values underpin political attitudes and behaviour
  - Incentive is a desire to shape society in a positive direction, aligned to one's own value system
- What about immediate political attitudes and behaviour?
  - Politics is a competition of ideas of how society should be organised
- Work on political affiliation has found differing conclusions
  - Right – desire for social order and to maintain personal reputation
  - Left – 'general ideas about redistribution in society'
  - No effect for partly affiliation on donations after controlling for social capital

Limitations and study

- Limitations on research to date
  - Experiments – can't measure causality
  - Focus – largely on volunteering
  - Controls – limited
- Current study
  - Representative national online probability sample – 77.4% response rate – n=2,000
  - Weighted to be representative of Australian population aged 18 years and over
  - Limited to citizens and those eligible to vote, n=1,814
- Definitions
  - Define charitable giving as ' the donation of money to an organization that benefits others beyond one's family (Bekkers and Wiepling, 2011)
  - Define political values a 'deeply rooted motivations or orientations guiding or explaining certain attitudes, norms and opinions which, in turn, direct human action or at least part of it (Halmn, 2007)

Hypotheses

- H1   Individuals with leftwing political values will be more likely to make donations compared to individuals with rightwing political values.
- H2   Individuals with populist values will be less likely to make donations compared to individuals with liberal values.
- H3   Individuals who are dissatisfied with democracy will be more likely to donate compared to individuals who are satisfied with democracy.
- H4   Individuals who believe that the government has little influence will be more likely to donate compared to individuals who believe the government has more influence.
- H5   Individuals seeking policy change in the direction of the political left will donate more than those seeking policy change to the political right.
- H6   The political party a person will vote for has no significant effect on whether or not they donate.

Dependent variable – choice of incentive

Incentive	Percent (unweighted)	N (unweighted)	Percent (weighted)	N (weighted)
Personal payment				
PayPal	26	518	30	594
Department store gift card	9	176	14	286
Supermarket card	36	729	35	692
(Sub-total)	(70)	(1423)	(79)	(1572)
Charity Donation				
Bowel Cancer Australia	6	126	6	118
Brain Foundation	8	155	5	104
Aboriginal Women's Service	7	147	5	98
Bush Heritage Australia	5	90	3	62
Guide Dogs Victoria	3	59	2	41
(Sub-total)	(29)	(577)	(21)	(423)
Declined incentive	0.5	10	.00	5
Total	100	2000		2000

Control variables

Variable	Coding	Mean
Donate to charity	1=yes, 0=no	0.21
Social background		
Gender	1=female, 0=male	0.51
Age	Years	48
Non-English speaker	1=yes, 0=no	0.16
Urban resident	1=yes, 0=no	0.67
Postsecondary qualification	1=yes, 0=no	0.34
University qualification	1=yes, 0=no	0.29
Religiosity		
Believer	1=yes, 0=no	.57
Church attendance	From 1 (never) to 6 (weekly or more)	2.49

Politics

| Political values	Coding	Mean
Left right self-placement	From 0 (left) to 10 (right)	5.38
Populism	Scale, from 0 (anti) to 10 (pro)	5.43
Democratic performance		
Satisfied with democracy	From 1 (not at all) to 4 (very)	2.82
Who is in power makes difference	From 1 (none) to 5 (big)	3.99
Political issues		
Favours immigration	Scale, from 0 (no) to 10 (yes)	6.16
Income redistribution	From 1 (strongly disagree) to 5 (strongly agree)	3.45
More coal mines	From 1 (certainly yes) to 4 (certainly no)	2.42

Vote	Coding	Mean
Conservative (Liberal+national)	1=yes, 0=no	.40
Labor	1=yes, 0=no	.35
Greens	1=yes, 0=no	.12
Other	1=yes, 0=no	.12

Political Values and Donations, odds ratios

	Odds	Odds		Odds	Odds
Social background					
Male	1.38*	1.44**	1.43**	1.54**	1.54**
Age	1.05***	1.05***	1.05***	1.05***	1.05***
Non-English speaker	1.19	1.35	1.35	1.35	1.35
Urban resident	0.99	0.94	.94	0.87	0.87
University qualification	1.86**	1.58*	1.58*	1.42	1.41
Postsecondary qualification	1.64**	1.55*	1.55	1.51*	1.51*
Believer	0.91	1.06	1.06	1.16	1.17
Church attendance	0.94	0.93	.93	0.93	0.93
Political values					
Left right self-placement		0.90**	.90***	0.93	0.94
Populism		**0.88***	**.88***	**0.88***	**0.88***
Democratic performance			*X*	*X*	*X*
Political issues				*X*	*X*
Vote (Liberal)					*X*
Constant	.02***	.05***	.10***	.08***	.07***
F-Test	7.34***	7.66***	6.51***	5.82***	4.87***

* p<.10, ** P<.05, ***P<.01

Predicted probability of donating
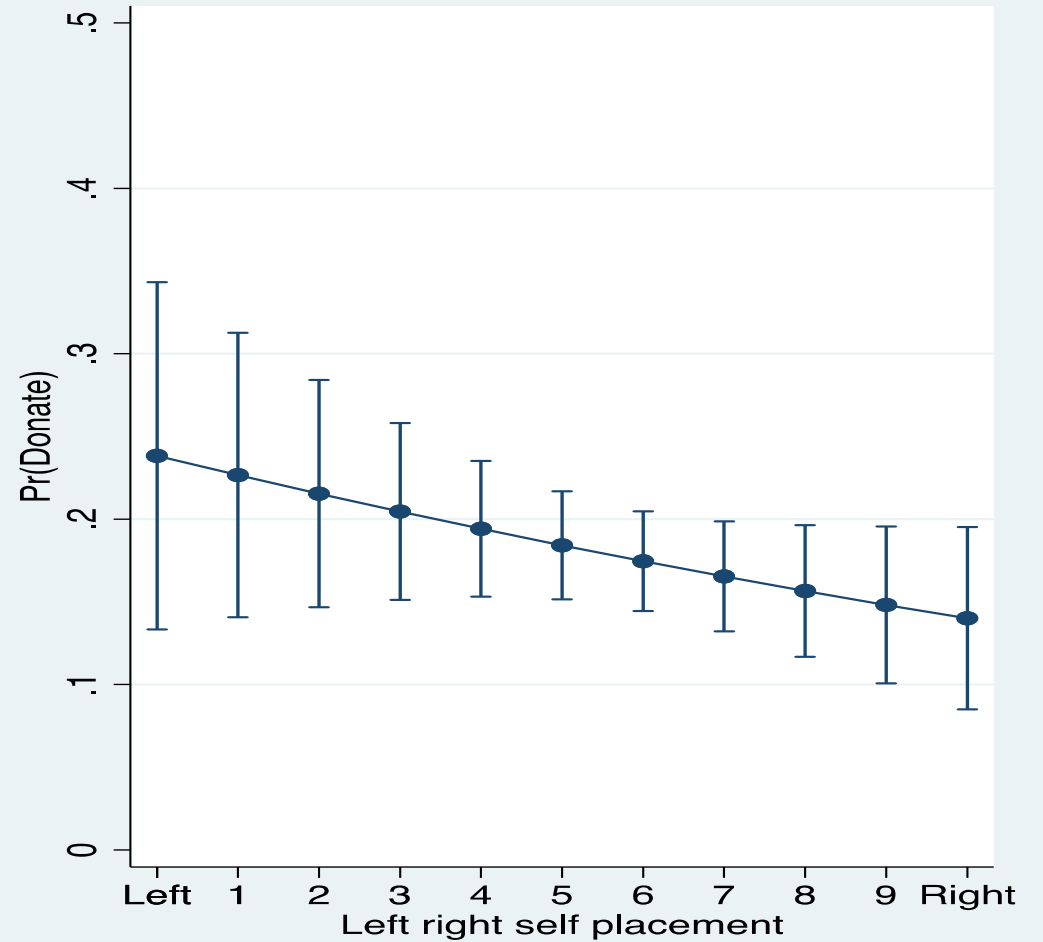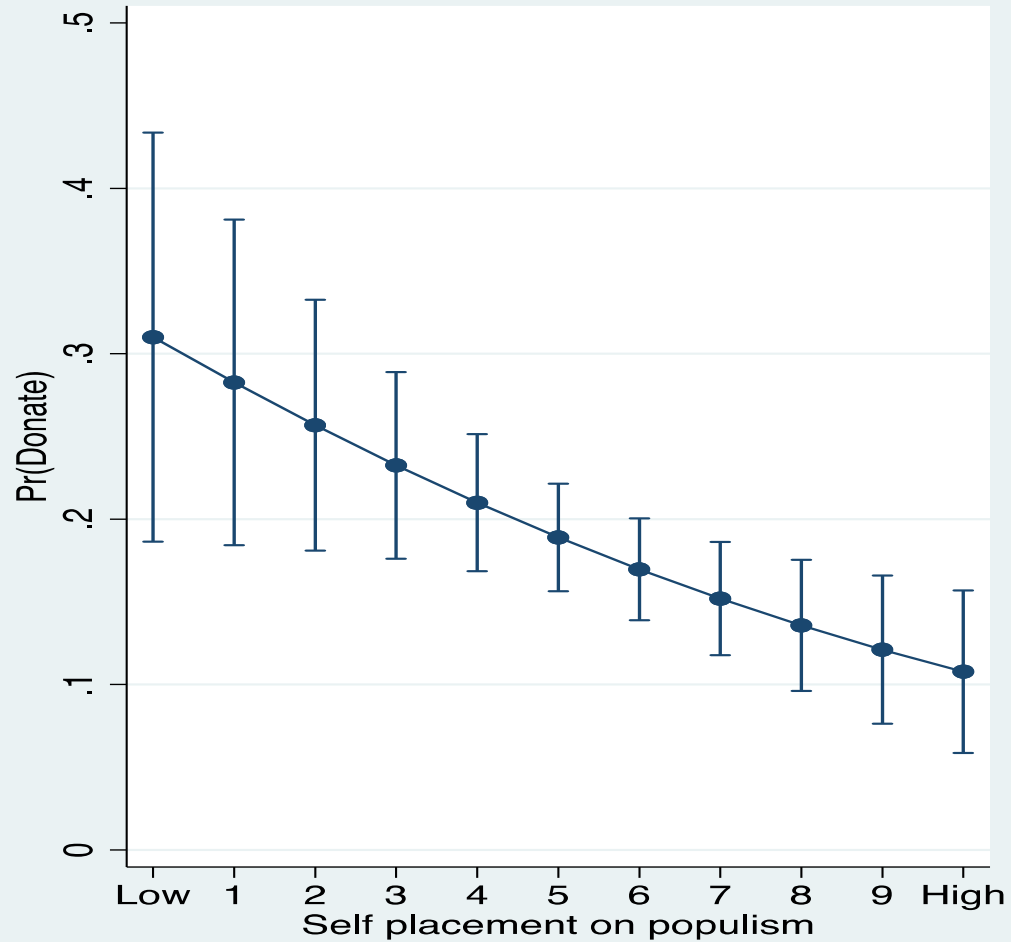
Political Values and Type of Donations, Relative risk ratios

	Food	Bowel	Brain	Bush/Blind	Indigenous
Social background					
Male	0.64**	1.60	1.13	1.48	0.84
Age	1.01	1.05***	1.07***	1.04***	1.05***
Non-English speaker	1.52	2.15*	1.63	2.02	0.78
Urban resident	1.32	1.14	0.80	1.03	0.97
University qualification	1.16	1.03	1.31	1.79	2.37*
Postsecondary qualification	1.12	2.26**	1.44	0.76	2.25*
Believer	0.93	1.38	1.82	0.93	0.53
Church attendance	0.95	0.98	0.74***	0.86	1.12
Political values					
Left right self-placement	1.01	0.95	1.00	0.94	0.86*
Populism	1.01	0.72***	0.95	0.95	0.94
Democratic performance					
Satisfied with democracy	1.10	0.55*	0.98	1.22	1.12
Who is in power makes difference	0.92	0.75*	1.02	1.14	1.19
Political issues					
Favours immigration	0.96	1.02	1.07	0.85**	1.20***
Favours redistribute income	0.73***	1.06	0.85	0.81	0.77
Favours new coal mines	1.26**	1.26	1.03	0.72**	0.80
Vote (Liberal)					
Labor	1.84**	1.41	1.90	1.52	0.92
Greens	1.23	0.39	1.93	1.70	1.41
Other	1.49	1.60	0.90	1.26	0.49
Constant	1.02	0.19	0.01***	0.07**	0.01***

Political Values and Donations, odds ratios

	Odds	Odds		Odds	Odds
Social background					
Gender	1.38*	1.44**	1.43**	1.54**	1.54**
Age	1.05***	1.05***	1.05***	1.05***	1.05***
Non-English speaker	1.19	1.35	1.35	1.35	1.35
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Political values					
Left right self-placement		0.90**	.90***	0.93	0.94
Populism		**0.88***	**.88***	**0.88***	**0.88***
Democratic performance					
Satisfied with democracy			.82	0.84	0.85
Who is in power makes difference			1.01	1.00	1.00
Political issues					
Favours immigration				1.04	1.04
Redistribute income				1.04	1.03
Mine coal				0.85	0.86
Vote (Liberal)					
Labor					1.07
Greens					1.26
Other					1.01
Constant	.02***	.05***	.10***	.08***	.07***
F-Test	7.34***	7.66***	6.51***	5.82***	4.87***